


Mayank Mishra

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Summary

hello!

I am a storyteller and Design Evangelist.

I listen, see, question, record & sketch people, and their lives trying to connect the dots. I have an inquisitive nature which helps me understand people. I have started to learn what makes humans-tick! Yes, courses and internships do help to learn and grow, but I also believe in self-learning (learning by doing).

My favorite design educator, Late prof.M.P.Ranjan once said: "never miss an opportunity to learn or to educate". I am a life-long learner and given a chance I feel privileged to share my learnings. ENFP personality type accurately defines me as a campaigner.

Born and brought up in a country-side, I have deep empathy for people and nature, therefore I look forward to designing meaningful user experiences.

An advocate of human-centered design, I am a User Experience Designer (at the trifecta of design, research, and strategy) currently in my final year at the prestigious National Institute of Design(NID), A.P., India.

I am Looking out for opportunities in the field of User-Experience Research and Design.

Experience

Placement Coordinator

National Institute of Design

Aug 2018 - Present (2 years +)

I have been elected as a student representative in the placement cell for Industrial Design. My role is to understand the requirements of the industry and connect students with the right opportunities. I am in constant-touch with Industry leaders, placement cells of other institutes, and major organizations.

Design Researcher

Think Design Collaborative

Apr 2020 - Jun 2020 (3 months)

Understanding Design Research in-depth from Planning to generating Insights using both qualitative and quantitative research tools. The internship is divided into two major parts, the first being getting well acquainted with the industry best practices as a UX Researcher and the second being a hands-on Project to help us implement and test our abilities. The project report will soon be published, so stay tuned!

Visual Designer

OKKO Health

Jan 2020 - Apr 2020 (4 months)

Okko health is a leading health and eyecare startup in Britain. it has received several recognitions by organizations such as the British Council.

I worked as a remote visual designer on a digital Game designed and developed for an early diagnose of children's eyes. In order to culturally fit the app in the Indian context, I am created custom illustrations and style guides for the software, I took inspiration from the Indian crafts, flora and fauna.

Design Evangelist

TRD STUDIOS

Jun 2019 - Sep 2019 (4 months)

I was closely involved with the founder and CEO of think design to help him build the core team and strategy for TRD. It was a great learning experience for me. We used an agile methodology to build the team, work culture, and environment where creativity can thrive.

Co-Founder

PROKALP

May 2019 - Sep 2019 (5 months)

I joined with one of my Juniors at NID to work on a Startup. Both of us were passionate and hustlers in nature, We worked extensively on creating a solution for Indian startups and businesses to scale through Business Design Methodology(bringing in the Desirability factor in a business).

we had three people in the team, one of them was from Tech background who helped us on our web presence. all three of us worked together to create an MVP which we started pitching to a few initial clients. (Although they didn't know what we were talking!)

we also published content through various social media channels and our website. After 4 months, we mutually decided to hold back to continue and complete with our academics.

Experience Designer

Abaxial

May 2019 - Jun 2019 (2 months)

I Worked as an Experience Design Consultant on a project for PVR Cinemas(The largest multiplex chains in India). I was Responsible for Ideating to the production of various experience design elements in the project. The work focused on designing for experience, ranging from Interactions, cognitive and physical ergonomics, Space-form relationships, and overall look and feel of a new kind of Cinema Experience in India. The project has an NDA(contact for more info.)

Interaction Designer

eRx my clinic

Jan 2019 - Mar 2019 (3 months)

I worked as a consulting User Experience and User Interface designer for eRx My Clinic, a subsidiary of MakeMyClinic brand. eRx is a Healthcare IT company that specializes in creating powerful technology to empower and drive various Healthcare organizations in the country.

Stock Image Photographer

Picxy

Aug 2017 - Feb 2018 (7 months)

Picxy is South Asia's largest stock photo company. I was part of the picxy team when it was launched from an apartment room in August 2017. The energy and enthusiasm of the team made me irresistible to join the team.

Product Design Intern

IDC IIT BOMBAY


Jun 2017 - Jul 2017 (2 months)


I worked under Prof.B.K. Chakravarthy(head, IDC) in Shenoy Innovation Studio at IDC(Industrial Design Centre) at IIT Bombay. During my Internship, I worked on "Vaishno Devi Palki Project" with a team of Mechanical Engineers from SMVDU, Katra. I was also given the opportunity to work on "Designing an Emergency Evacuation Chair for Godrej".

apart from this, I also exposed myself to other ongoing projects in the institute such as the Arsenic Water filter, CRPF foldable stretcher, Solar Cooker.

Constant product testing, Metal Fabrication, detailed product drawing and concepts for Palki were done along with contacting and visiting the Sandblasting units and other related facilities for material research and procurement.

Education

 **National Institute of Design**
BDes, Industrial and Product Design
2016 - 2020

 **Bishop Westcott School, Kanpur**
Higher secondary, Commerce
2013 - 2015

 **St. Lawrence School, Unnao**
High school
2001 - 2013

Licenses & Certifications


 **ENTERPRISE DESIGN THINKING PRACTITIONER - IBM**


 **Digital Product Management - University of Virginia**
NWCUCVEDBKP6

Honors & Awards

 **1st(Gold) -International Student Design Olympics - National Institute of design**
Nov 2019
Gold in the Product design category.

 **3rd (Bronze) -International Student Design Olympics - National Institute of design**
Nov 2019
Bronze in the Interaction design category.

 **Student of the Year Award (2015-16 batch) - AFS Academy, Kanpur**
May 2016
I was honoured to be chosen as "The Student of the Year" among 100+ students at the annual event organized by AFS Academy, Kanpur during the preparation for NID Entrance.

 **Outstanding Achievements Award - Bishop westcott school**
Apr 2015
I was awarded with "outstanding achievement award" for exceptional overall performance for two years at Bishop Westcott School.
it was a special category of award for the students who consistently perform well in all round activities like academics, sports, events, leadership and management, etc.

Skills

User Experience (UX) • Industrial Design • Design Research • Interaction Design • Design Management • User-centered Design • Entrepreneurship • Strategy • Branding • Human Computer Interaction